PENTHOUSE/VIVA LAUNCHES NEW IMPRINT

To "reflect the general public interest in sex, science, government, history and health," Penthouse Press, Ltd., has been established by Penthouse/Viva International, with plans to publish 10-15 books in 1975. The list will also include fiction. With Robert Guccione as publisher and Marco Vassi as editor, the first titles to be released under the new imprint, scheduled for spring 1975, include "The Assassination Tapes" by George O'Toole, described as an electronic probe into the murder of John F. Kennedy; "Beyond Sex Therapy" by Dr. Martin Shepard; "Metasex, Mirth and Madness" by Marco Vassi, described as "erotic tales of the absurdly real"; and "The Wonderful World of Penthouse Sex" edited by Mr. Vassi.

Penthouse Press is located at 909 Third Avenue, New York, N.Y. 10022; (212) 593-3301.

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